

In the Claims:

1. (Previously Presented) A method of interacting with a poster that presents visible information to a viewer, the method comprising:  
using a handheld appliance, receiving machine-readable digital data from the poster, said data being in addition to said visible information; and  
by reference to said machine-readable data received from the poster, establishing a link to a remote computer.
2. (Original) The method of claim 1 in which the appliance is a wireless device.
3. (Original) The method of claim 1 in which the appliance comprises a computer.
4. (Currently Amended) The method of claim 1 in which the appliance comprises ~~a camera~~ an optical sensor.
5. (Original) The method of claim 1 in which the appliance includes an output device, and the method includes presenting information to a user based on data obtained from said remote computer using said output device.
- 6-9. (Canceled)
10. (Currently Amended) The method of claim 1 that further includes communicating over said link to cause electronic content to be ~~downloaded to a user of the appliance~~ transferred.
11. (Original) The method of claim 10 in which the electronic content comprises a song.
12. (Canceled).

13. (Original) The method of claim 1 that includes receiving data from the poster using optical sensing.

14. (Original) The method of claim 1 in which the poster is printed, and the printing includes a plural-bit code steganographically encoded therein.

15. (Previously Presented) A system comprising:  
a poster presenting visible information to a viewer; and  
a handheld appliance, the appliance including means for obtaining digital data from the poster that is in addition to said visible information, and acting based thereon.

16-17. (Canceled)

18. (Previously Presented) The method of claim 1 in which the appliance transmits at least some of the machine-readable data to a remote database, and the method further includes:

determining, at said remote database, a URL corresponding to said machine-readable data, and transmitting data identifying said URL to the appliance; and  
at said appliance, fetching information from said URL.

19-20. (Canceled)

21. (New) The system of claim 15 wherein said digital data comprises first and second data fields, one of said fields serving to identify an internet address, and a second of said fields serving to convey identification data that can be passed to said internet address to elicit a response corresponding to said poster.

22. (New) A method of interacting with a poster that presents visible information to a viewer, the method comprising:

through use of a wireless, handheld device, receiving machine-readable digital data from the poster;

by reference to said sensed data and a database, determining an address; and communicating with said address to trigger downloading of music to a user.

23. (New) The method of claim 22 wherein said machine-readable digital data is steganographically encoded in artwork printed on said poster.

24. (New) A method comprising:  
encoding payload data in a poster that presents visible information to a viewer;  
reading the payload data from the poster using a wireless, handheld device; and  
using the data read by the handheld device to provide a commerce opportunity involving music promoted by said poster.

25. (New) The method of claim 24 wherein said payload data is steganographically encoded in artwork printed on said poster.